

PALETTES

PRIMARY

The consistent use of colors helps ensure that all MJX corporate material has a clear identity. Using the color palettes correctly ensures easy recognition of the brand in each platform or designed format.

Eerie Black | PANTONE
Black 6 C

C0 M0 Y0 K90
R26 G26 B26
Color Hex #1A1A1A

Gold Metallic | PANTONE
4018 C

C0 M15 Y70 K20
R209 G172 B63
Color Hex #D1AC3F

SECONDARY

These colors should be used only to highlight some text or element. Avoid overusing them.

Sky Blue | PANTONE
2128 C

C45 M30 Y0 K0
R140 G180 B255
Color Hex #8CB3FF

Flax | PANTONE
608 C

C5 M5 Y60 K0
R243 G225 B133
Color Hex #F3E185

TYPOGRAPHY

The following fonts are the only ones that can be used in the development of graphic projects for MJX. The main use of each font family is as follows:

Headline - Montserrat | **Heading** - Fjalla One | **Paragraph** - Lato

All fonts can be found in [Google Fonts](#).

Montserrat

Montserrat (ExtraLight)
ABCDEabcde0123.!?

Montserrat (Thin)
ABCDEabcde0123.!?

Montserrat (Light)
ABCDEabcde0123.!?

Montserrat (Regular)
ABCDEabcde0123.!?

Montserrat (Medium)
ABCDEabcde0123.!?

Montserrat (SemiBold)
ABCDEabcde0123.!?

Montserrat (Bold)
ABCDEabcde0123.!?

Montserrat (ExtraBold)
ABCDEabcde0123.!?

Montserrat (Black)
ABCDEabcde0123.!?

Fjalla One

ABCDEabcde0123.!?

Lato

Lato (Hairline)
ABCDEabcde0123.!?

Lato (Hairline Italic)
ABCDEabcde0123.!?

Lato (Light)
ABCDEabcde0123.!?

Lato (Light Italic)
ABCDEabcde0123.!?

Lato (Regular)
ABCDEabcde0123.!?

Lato (Italic)
ABCDEabcde0123.!?

Lato (Bold)
ABCDEabcde0123.!?

Lato (Bold Italic)
ABCDEabcde0123.!?